

Beyond the Clinic Walls: Support Services to Ensure a Successful Start for Babies and New Moms

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Palmetto Healthy Start

National Healthy Start

- In 1989- President George H. W. Bush created an interagency White House Task Force to Reduce Infant Mortality. (Healthy Start was 1 of 18 proposals submitted)
- In 1991 Healthy Start began as a Presidential Initiative with 15 demonstration projects with a goal to reduce infant mortality by 50% in 5 years.
- In 2016 Healthy Start celebrated 25 years.
- In 2017 National Healthy Start Evaluation- Introduced Standardized Screening Tools/Assessments



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National Healthy Start Initiative

Dedicated to Eliminating Disparities

- Major and persistent racial and ethnic disparities exist for infant mortality, maternal mortality and other adverse outcomes such as preterm birth and low birth weight

Serves Women, Infants, and Families

- Healthy Start programs serve communities with infant mortality rates at least 1.5 times the national average, and high rates of low birth weight, preterm birth, and maternal mortality. Healthy Start works with women and their families before, during and after pregnancy, engaging pregnant women and continuing to serve the family through the baby's second birthday. Healthy Start programs involve fathers, offer parenting support and work to strengthen family resilience, creating the foundation for optimal infant and young child health and development.

Provides Comprehensive, Coordinated Services

- Referrals, Case management, Home Visiting, etc.

Serves Urban, Rural, and Border Communities

- Healthy Start funds 100 organizations around the country, including health departments, community-based organizations and universities.

Uses State-of-the-Art Approaches

- Implement evidence-based interventions to help women have healthy pregnancies and raise healthy children.



(Healthy Start EPIC Center, 2015)

Supporting communities to
give every child a Healthy Start.

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PHS Mission

Our mission is to reduce infant mortality and the number of low birth-weight babies, as well as other health disparities, in our community.



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Palmetto Healthy Start (PHS)

1997

- Established in 1997 to serve 4 targeted zip code areas in Richland County

2010

- In 2010 PHS was funded to provide Healthy Start services in Lexington and Sumter counties

2014

- PHS funded by HRSA as Level 2 program to serve Lexington and Sumter counties, and Richland County by Palmetto Health

2001

- The service areas were expanded to include all of Richland and Fairfield counties in 2001

2014

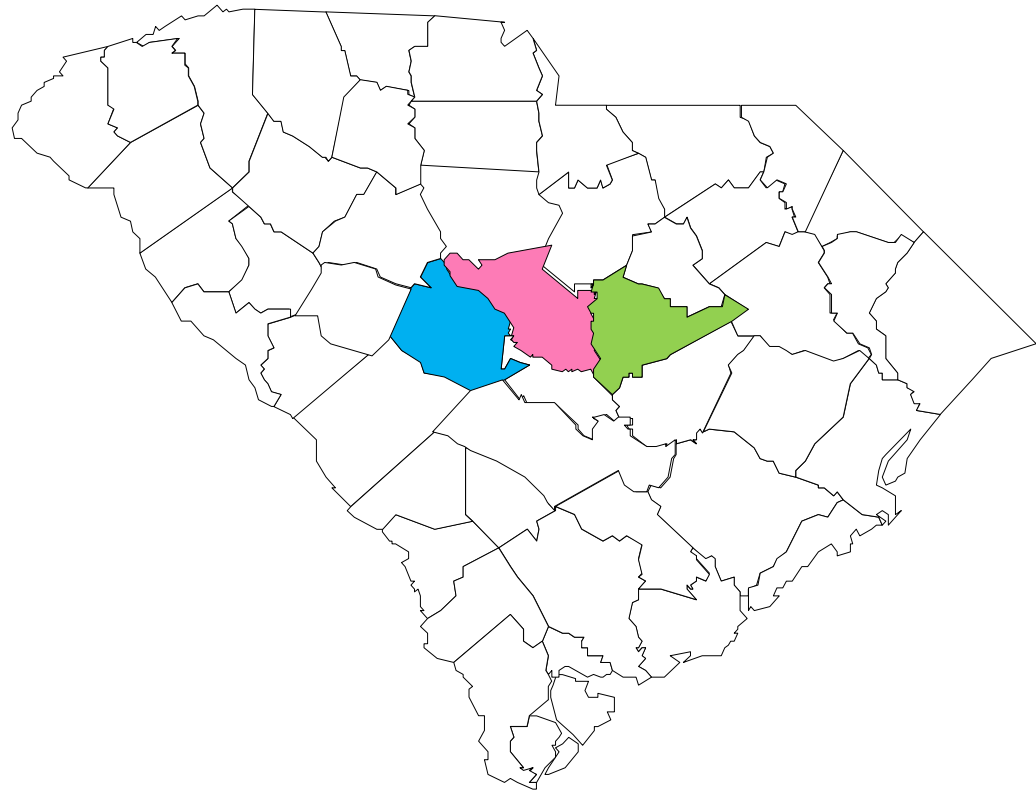
- HRSA Grant for Richland and Fairfield counties services ended.



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Population that PHS Serves

PHS provides services to pregnant women, interconceptional (postpartum) women and their infants in Lexington, Sumter and Richland Counties of South Carolina.



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PHS Aims

IMPROVE WOMEN'S HEALTH

Increase the amount of women PHS serves annually

Increase the proportion of PHS participants with health insurance

Increase the proportion of PHS participants who receive a postpartum visit

Increase the proportion of PHS participants who have a documented reproductive life plan

Increase the proportion of women, infants, and children participating in PHS who have a medical home

Increase proportion of well woman visits among HS participants

PROMOTE QUALITY

Increase the proportion of PHS participants who engage in safe sleep behaviors

Increase the proportion of PHS infants who are ever breastfed

Increase abstinence from cigarette smoking among PHS pregnant women

Reduce the proportion of PHS pregnancies conceived within 18 months of a previous birth

Increase proportion of well child visits (including immunization) for PHS participants' children between ages 0-24 months

Reduce the proportion of PHS participants with elective delivery before 39 weeks

STRENGTHEN FAMILY RESILIENCE

Increase the proportion of PHS participants who receive perinatal depression screening and referral

Increase the proportion of PHS participants who receive follow up services for perinatal depression

Increase the proportion of PHS participants who receive intimate partner violence screening

Increase the proportion of PHS grantees that demonstrate father and/or partner involvement during pregnancy

Increase the proportion of PHS grantees that demonstrate father and/or partner involvement with child 0-24 months

Increase the proportion of PHS participants that read daily to a PHS child between the ages of 0-24 months

Increase Accountability

Establish a quality improvement and performance monitoring process

ACHIEVE COLLECTIVE IMPACT

Increase the proportion of PHS grantees with a fully implemented Community Action Network (CAN).

• *CAN is an existing, formally organized partnership, advisory board /coalition of organizations and individuals representing consumers and appropriate agencies who unite in an effort to collectively apply their resources to the implementation of one or more common strategies for the achievement of a common goal within that project area.*

PHS Core Services

Referrals and ongoing health care coordination for well-woman, prenatal, postpartum, and well-child care

Case management and linkage to social services

Male Involvement Initiatives

Support Groups

Community Action Network (CAN)

Nutritional counseling, smoking cessation and breastfeeding support

Perinatal depression screening and linkage to behavioral health services

Home visiting

Inter-conception education and reproductive life planning

Child development education and parenting support



PHS Special Projects

Oral Health

- A collaboration between Palmetto Health and the Adult Dental Clinic
 - Offers oral health services to Palmetto Healthy Start participants
- New collaborative with The Department of Health and Environmental Control Division of Oral Health
 - Perinatal Infant Oral Health Quality Improvement Grant

Childbirth Education

- PHS certified Childbirth Educator provides childbirth education series sessions.
- The sessions cover; Infant CPR, breastfeeding newborn care, parenting, as well as other topics.
- A tour of the birthing center.

Breastfeeding

- Provides education on the importance and benefits of breastfeeding
- Provides one on one case management/support to breastfeeding participants
- Certified Lactation Consultant facilitates monthly educational support groups
- Participants receive a free breast pump



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Tobacco Free Initiative

- Provides education on the importance and benefits of not smoking during pregnancy and after delivery.
- Provides one on one case management/support to identified participants.
- Monthly monitoring
- Free diapers per month with no smoking detected from delivery until baby reaches age one.

Safe Sleep Initiative

- Provides education on the importance of a safe sleep environment
- Completes in home safe environment checks to ensure there is a safe place for the baby to sleep
- Identifies participants in need and provide them with a pack n play for their baby to sleep in
- Provide follow up with participants who receive pack n plays to continue to educate and assess them on the babies safe sleep environment
- Staff are trained through the South Carolina Safe Kids Coalition on safe sleep



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Community Action Network (CAN)

- Healthy Start Rooted in the community
 - Provides a forum for the community voice in an effort to improve health outcomes
- Mobilize partners to coordinate services and steer local action to address social determinants of health related to poor outcome.

Referrals

- Works with partners and other human service and community organizations to coordinate services for participants.
- Palmetto Healthy Start referral form



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PHS Highlights



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SC Flood Drive 2016-2017



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PHS Infant Mortality Awareness Walk

September 12, 2016 @ Irmo
Community Park and Croswell
Park- Sumter, SC.

Over 356 attendees!



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Palmetto Healthy Start's Educational Breastfeeding support group



Breastfeeding Rocks!



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Baby Fair Extravaganza 2017



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Palmetto Healthy Start's Lunch, Learn and Earn



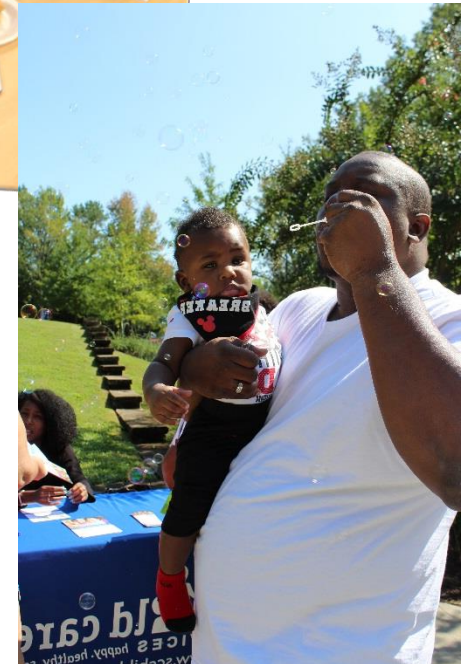
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Palmetto Healthy Start's Lunch, Learn and Earn



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Fatherhood Initiative



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Palmetto Healthy Start Baby Brunch



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Successful outcomes

Krysta Timmons, Sumter, SC

Son, Kristopher Timmons

Born Nov. 27, 2015

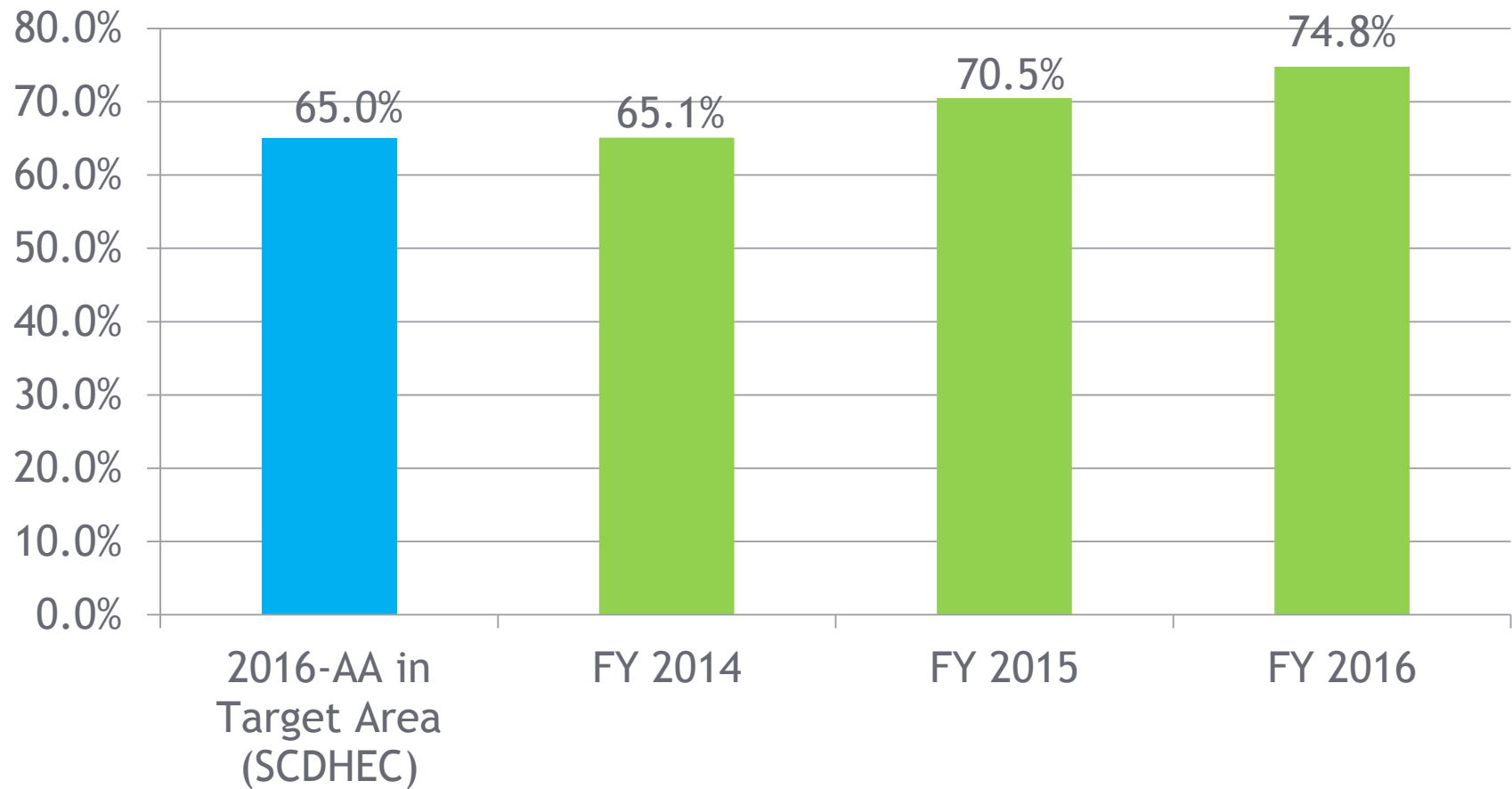
Krysta Timmons, a Palmetto Healthy Start participant, is the proud mother of Kristopher. She advocates for everything “baby-friendly” and often assists other mothers with proper car seat and sleep safety.

Krysta returned to school and has now completed her certification in welding.



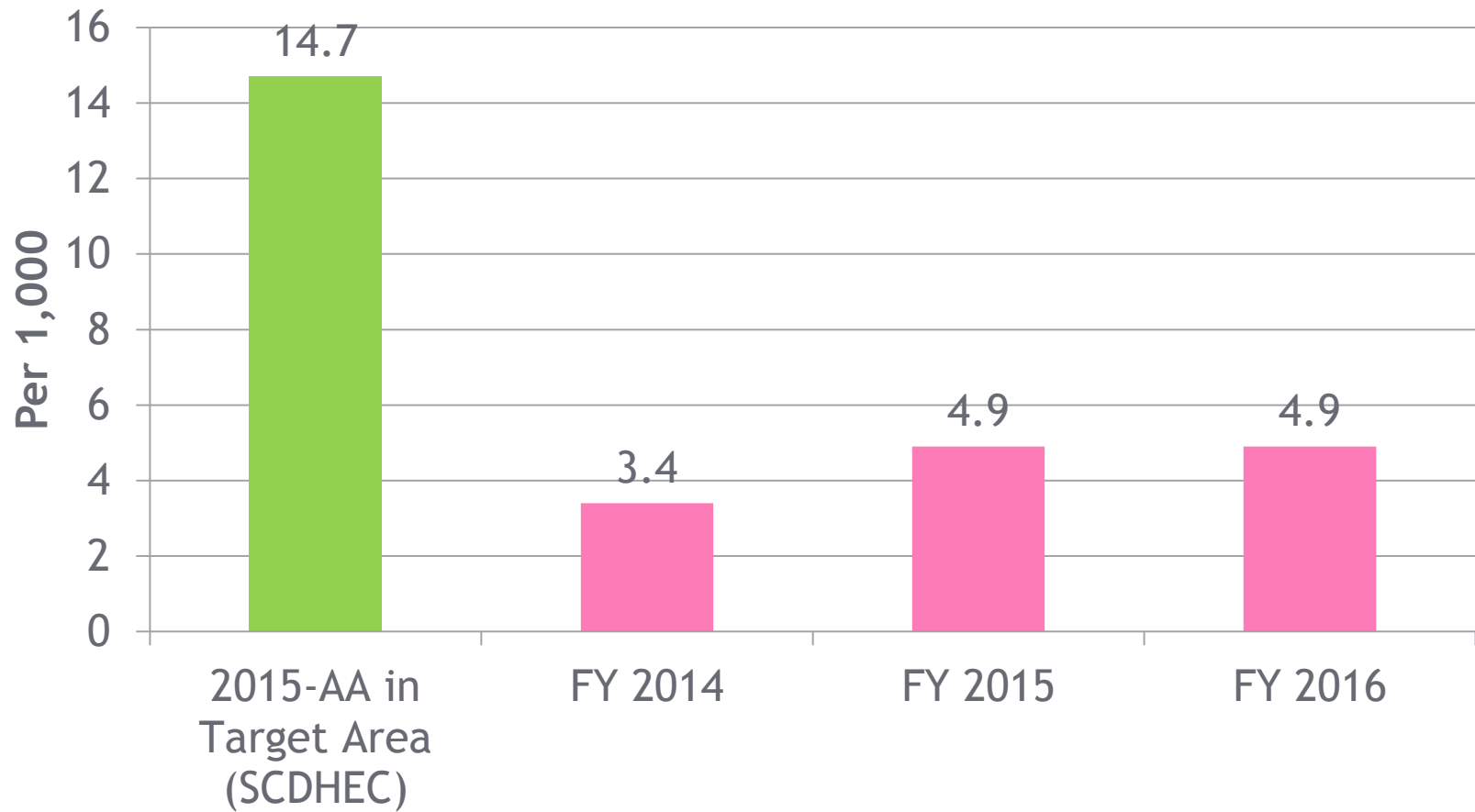
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Percent of PHS Participants Initiating Prenatal Care in the 1st Trimester, 2014-2016



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Infant Mortality Rates (Per 1,000 Live Births), 2014-2016



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Contact Information



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Palmetto Healthy Start

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- Columbia, SC, 29201
- 803-296-3780

Also learn more about PHS at:

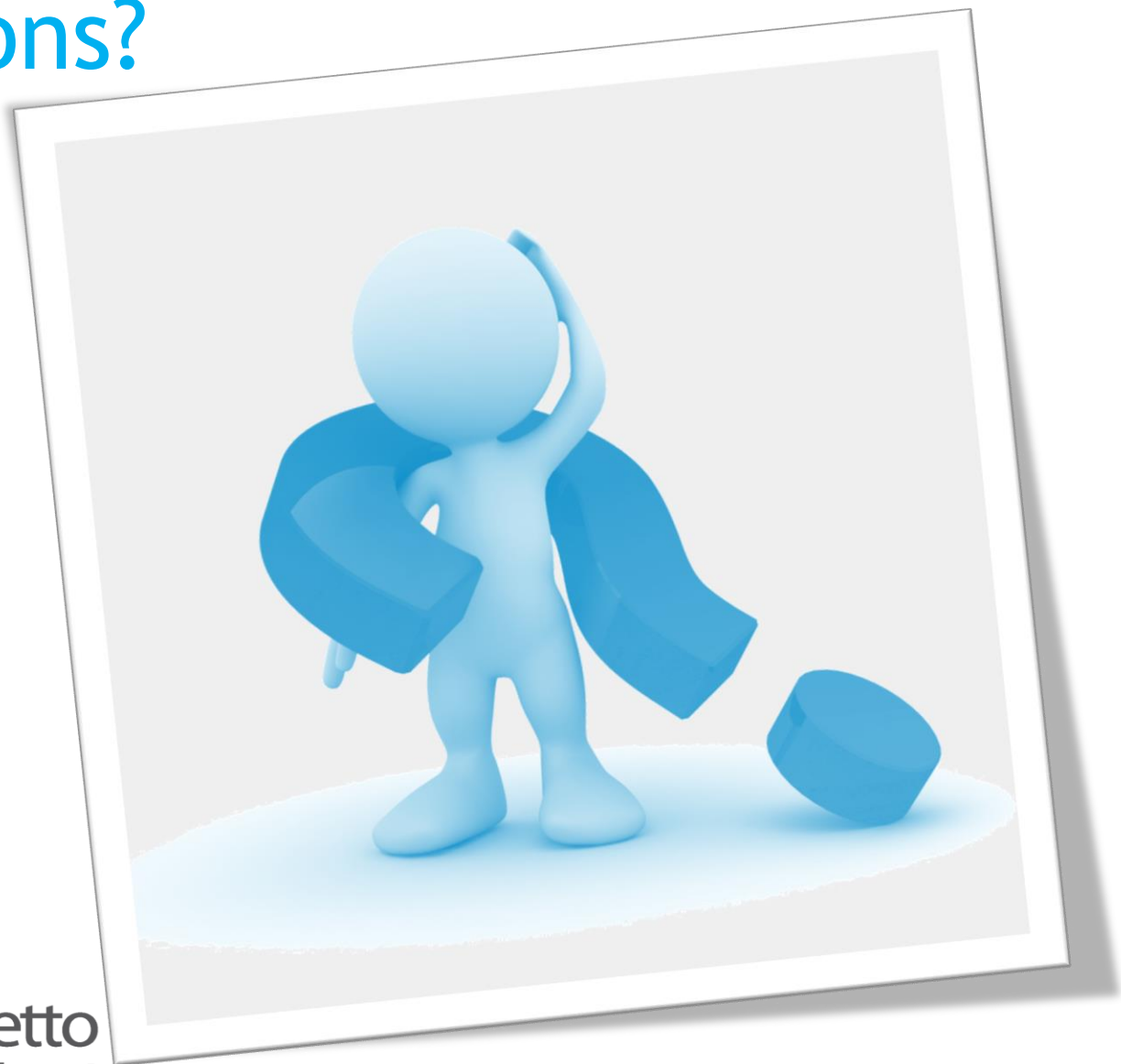
- PalmettoHealth.org/HealthyStart



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Questions?



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WIC – Good Food and a Whole Lot More!

Beverly Brockington, MS, RD, LD, CLC
WIC Nutrition Manager
Division of WIC Services – SC DHEC



What is WIC?

A supplemental nutrition program for women, infants and children that provides:

- ✓ Nutrition education
- ✓ Healthy foods
- ✓ Health care referrals



Who is WIC for?



Women who are:

- Pregnant
- Recently had a baby
- Breastfeeding

*Can stay on WIC up to one year after baby is born if you are breastfeeding or six months if not

Infants from:

- Birth to 1 year

Children from:

- 1 year to their 5th birthday

Where are Services Offered?



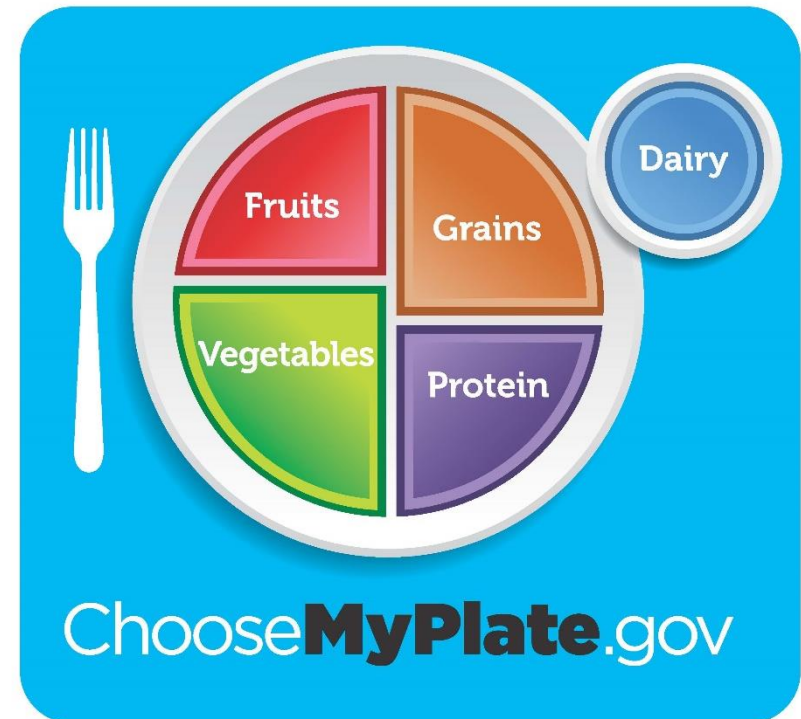
- **DHEC health departments** throughout South Carolina
- **Beaufort-Jasper-Hampton Primary Care Center** (3 sites)
- **Little River Medical Center** (2 sites)

76 sites statewide

Nutrition Education

Nutrition education sets WIC apart from other nutrition assistance programs:

- Food demonstrations
- Group classes
- One-on-one sessions



Breastfeeding Support

A poster titled "Moms Helping Moms" featuring a photograph of three smiling women of diverse backgrounds. The text on the poster provides information about a support group for new moms and moms-to-be who receive WIC services.

Moms
Helping **Moms**

Want to meet other moms just like you?

Circle of Friends is a support group for new moms and moms-to-be who receive WIC services.

Here at Circle of Friends, you can:

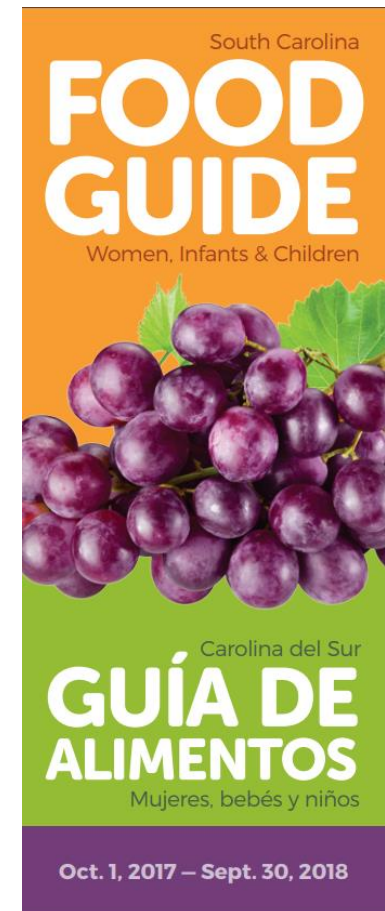
- Learn how to breastfeed successfully
- Talk to other breastfeeding moms
- Discuss helpful tips and share your motherhood experiences

Please join us at the **Williamsburg County Health Department** on the **1st & 3rd Thursdays of each month at 2 p.m.** in the **WIC classroom**. We are located at 520 Thurgood Marshall Highway, Kingstree, SC 29556.

- Breastfeeding peer counselors
- Educational materials and support
- Access to breast pumps
- Access to skilled lactation support (CLC, IBCLC)
- Support groups
- How to Breastfeed classes

WIC Food Package

- List of authorized foods WIC participants are eligible to receive on a monthly basis during their certification period
- Federal regulations specify the types, nutritional content and maximum quantities of foods that are provided to WIC participants



What's Next for WIC?

- Change the methods of providing WIC services
- Reduce barriers to participation:
 - ✓ Transportation issues
 - ✓ Perception / stigma
 - ✓ Time spent at clinic





South Carolina Department of Health and Environmental Control
Healthy People. Healthy Communities.

What We're Doing Now – Mobile WIC Clinics



What We're Doing Now – Head Start Collaboration

- Making collaborative efforts with local programs to provide services onsite
- Efforts will be made in the Regions to be implemented at a local level

South Carolina State
Head Start Association



What We're Doing Now – Web-Based Nutrition Education

Provide qualifying WIC participants the option of completing nutrition education online instead of coming into the clinic



The WIC of the Future – EBT / eWIC

WIC is currently progressing with the implementation of EBT / eWIC in our state - anticipated rollout in 2020



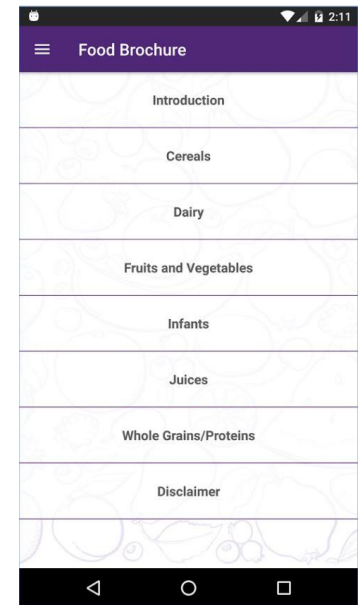
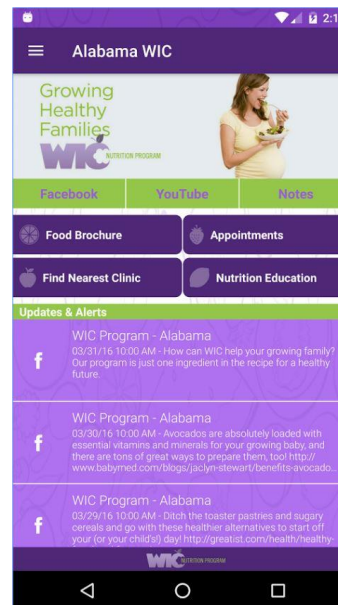
The WIC of the Future – Video Conferencing



- Offer new and innovative method of nutrition education
- Provide online facilitated nutrition group discussion sessions to WIC participants

The WIC of the Future – South Carolina WIC App

- One-stop shop for resources for applying or participating in WIC program
- Access to nearest clinic
- Click-to-call feature
- Eligibility requirements
- Food Guide
- Breastfeeding resources



The WIC of the Future – Hospital Certifications



- Develop MOAs with hospitals throughout the state
- Goal – to provide certifications onsite



Contact Us



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Appointments 1-800-868-0404

Stay Connected



OB Nurse Navigator Program

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Operations Nurse Manager
Women's and Neonatal Services
Palmetto Health Richland

Objectives

- Overview the nurse navigator program
- Review breastfeeding rates before and after initiation of the program
- Review implications of the program on Baby Friendly designation



OB Nurse Navigator Program

- *What is an OB Nurse Navigator?*
- Assesses, plans, develops, implements and evaluates formal and informal educational opportunities and materials for patients, families, and the community. Develops patient/family educational packet and materials, works with the medical staff, and researches the current literature to continuously update educational tools and materials.
- Educates obstetric patients and families about the perinatal period. Supports and navigates each patient and their family through the perinatal period by reinforcing education and coordinating information and care with a team of physicians and allied health care professionals.
- Refers patients as prescribed in keeping with professional and hospital guidelines.



OB Nurse Navigator cont.

- Facilitates support programs/focus groups and and/or refers patients/families to appropriate support programs and resources in their community.
- Collaborates and communicates with diverse medical staff, physician office practices, nursing, and ancillary departments on the Palmetto Health Baptist and Richland campuses to evaluate and improve patient outcomes and to collect data for performance improvement initiatives.
- Develops collaborative working relationships with medical staff and their office staff to assess and plan patient/family education. Routinely participates in conferences to determine best practice for the perinatal patient.
- Serves as a clinical resource/consultant to provide answers to questions pertinent to area of practice and/or determines appropriate resources for nursing units, ancillary departments and the community/public.
- Cultivates customers by networking in the community and marketing the services of Palmetto Health's women's and neonatal services department.



OB Nurse Navigator Program

- Determining patients/practices:

Palmetto Health Women's Center- Hospital owned

Certain criteria for our program:

- 1. Gestational age between 12-36 weeks IUP*
- 2. English Speaking*
- 3. Negative HIV*
- 4. No active drug use- negative drug screen for past + UDS*

We typically see patients beginning at 12 weeks

Our goal is to see every patient 5 times, with a set education each visit.



Patient Handouts

Why Breastfeed Your Baby

The American Academy of Pediatrics (AAP) recommends breastfeeding for at least 12 months, with exclusive breastfeeding for the first six months. This means that babies are not given any foods or liquids other than breastmilk for the first six months of life.

How Breastfeeding Helps Moms

- » Burns up to 500 calories a day so it helps with post-baby weight loss
- » Provides protection from diseases like type 2 diabetes, heart disease, breast and ovarian cancer

How Breastfeeding Helps Babies

- » Decreases the chance of Sudden Infant Death Syndrome (SIDS)
- » Provides protection from conditions like obesity, diabetes, childhood leukemia, ear infections, allergies, gastrointestinal and respiratory illnesses

Why Only Breast Milk

- » Formula changes the normal bacteria of the gut and increases the chance of illness.
- » The bacteria that breast milk offers protects babies' intestines from disease.
- » Breast milk has everything the baby needs for the first six months!
- » Infants who are given breast milk substitutes (formula) have an increased risk of: childhood obesity; type 1 and type 2 diabetes and Sudden Infant Death Syndrome (SIDS)

Tips for Breastfeeding Success

- » Rooming-In allows you to learn your baby's feeding cues.
- » Wait to give a pacifier to your baby until 3-4 weeks after delivery.
- » Use skin-to-skin contact as a way to bond with your baby and promote breastfeeding.

At Palmetto Health, we are providing these Baby Friendly initiatives to promote breastfeeding.



PalmettoHealth.org 803-296-CARE (2273)

Our Vision: To be remembered by each patient as providing the care and compassion we want for our families and ourselves.

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Breastfeeding
Your Baby



Patient Handouts

How do I know if I am making enough milk to feed my baby?

This is a common concern for new mothers. Babies do not need very much when they are born because their tummies are so small. If baby is peeing and pooping you know that baby is getting enough milk.

When to Use a Breast Pump

Sometimes mothers have to express milk from their breasts. Some reasons are:

- » To increase milk supply
- » Baby is too sick to put to the breast
- » Relieve breast engorgement/fullness
- » Going to be away from the baby because of school or work

How to Choose a Breast Pump

Your Situation:

1. Pumping for missed feedings once a day:
Hospital/Rental Pump; Daily Use Pump (Double Electric); Occasional Use Pump (Battery Operated); Manual Pump

2. Pumping for missed feedings five or more days/week (ex: going to school or work): Hospital/Rental Pump; Daily Use Pump (Double Electric)
3. Baby not going to the breast (ex: baby is sick): Hospital/Rental Pump

How to Hand Express

1. Position fingers behind areola
2. Press back towards chest
3. Compress fingers together to express milk
4. Relax and repeat getting into a rhythm
5. Express for 5-7 minutes
6. Move fingers to a different position
7. Repeat steps 1-5
8. Express for 3-5 minutes
9. Complete cycle should take 20-30 minutes

To watch the technique, go to this link:
newborns.stanford.edu/Breastfeeding/HandExpression.html

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Breastfeeding Rates

- Initiation rates in January 2016 -65%
- Exclusive rates in January 2016- 30%
- Initiation rates in August 2017- 81%
- Exclusive rates in August 2017-47%

** these rates are for PHWC Navigator patients



Baby Friendly Designation

- **Step 3: Inform all pregnant women about the benefits and management of breastfeeding.**
- Prenatal education should cover the importance of exclusive breastfeeding, non-pharmacological pain relief methods for labor, the importance of early skin-to-skin contact, early initiation of breastfeeding, rooming-in on a 24-hour basis, feeding on demand or baby-led feeding, frequent feeding to help assure optimal milk production, effective positioning and attachment, exclusive breastfeeding for the first 6 months, and the fact that breastfeeding continues to be important after 6 months when other foods are given. Individualized education on the documented contraindications to breastfeeding and other special medical conditions should be given to pregnant women when indicated.
- **Criterion for evaluation:** Of the randomly selected pregnant women in the third trimester who are using the facility prenatal services, at least 80% are able to adequately describe what was discussed concerning 2 of the following topics: importance of skin-to-skin contact, rooming-in, or risks of supplements while breastfeeding in the first 6 months.

Baby-Friendly USA. "Guidelines and Evaluation Criteria for Facilities Seeking Baby-Friendly Designation." Albany, NY: Baby-Friendly USA, 2016.



Recommendations

- *Decide what practices you would like to initiate the program in first- discuss with all providers involved*
- *Decide your specific education process to be consistent with all patients*
- *Patient flow- how will you see all of the patients in the office that qualify*

